

February 3, 1997

Mark Young
NY Metro Region

To: All Managers in the New York Metro Region

Subject: Return Goods Recommendation from George Moulton

Dear Managers,

Listed below is a brief summary of the comments from everyone that took the time to give their comments on George's recommendation letter for Retail Accounts and Direct Accounts:

Nick Kuruc: "The 1% objective is attainable if a team effort is employed at all level of field sales. Retail Reps / Sales Reps should check and rotate stock each time a call is made. Retail / Division Managers should ensure the follow-through with Rep's while conducting work-withs, A/A's and T/A's. Bottomline a solid recommendation from George."

Greg Brown: "I think tat advising our Directs and Retailers of our policy on returning salable product is an excellent idea, and perhaps long over due."

Lanny Wolfe: "Georges recommendation to reduce region return goods is excellent. It pulls everyone in the region together, which is what will be necessary to accomplish this goal."

Louann Alese: "I believe that George's letters are good reinforcements of our current return policy".

D. Figueroa: "I think George's letters are a great idea".

Greg Mitchell: "Sounds like a good idea ... I think we should implement the program".

Lee Maney: "This is another problem similar to how do we control DPC? This is just about as tough to solve but George's letter is excellent and I agree we should send it out".

S. Grossberg: "George's letter on returned goods is a good idea and this policy should be followed and enforced. In fact, I was under the impression that this policy always has been in effect and enforced. If it has not been, we certainly need to".

Gambardella: "I feel the letters that George has put together are right on target and should be distributed to region sales and Territory Representatives".

It appears that this is something that should be done, if not just to reinforce the current return goods policy to our Direct and Retail customers, as well as our own people.

Next Steps to Implement this policy:

- * The ROU will distribute 25 copies of the letter designed for the Retail Accounts to each Sales Rep, Territory Rep and Retail Rep. This letter should be discussed with each and every Retail Account leave a copy if necessary.

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- * All Managers that are responsible for Direct Accounts or Sub-Jobbers should make a copy of the Direct Account letter and explain the policy their customers. Also explain that our Representatives are also explaining the policy to each and every retail store.
- * It's also important that all authorized "Return Goods" should have the Representative's Name Stamp on the sticker. For those Retail Representatives that do not have a name stamp, the RM's should go to an office supply store (like Staples), and purchase name stamps. Remember, these name stamps should be in RED INK.
- * Last, also explain to your employee's that a "Return Goods Sticker" must be placed on BOTH ENDS OF THE CARTON.

If you need a clean copy of the letter designed for the Direct Accounts, let George know and he can e-mail you a copy. If you have any other questions, give George or myself a call.

Sincerely,
Mark Young

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